CLAIM AMENDMENTS

1. (Currently Amended) A system for tracking an object comprising:

at least one device for encoding a medium coupled to the object with a unique identifier identifying the object and for reading the identifier;

an object management database for storing, in association with the object via the identifier, performance information, comprising at least one object-related performance characteristic, and servicing information, identifying at least one service operation on the object provided by a service provider, for object tracking, at least a portion of said servicing information being provided by said service provider; and

a processor operatively coupled to the object management database for managing retrieval, storage and distribution of performance information and servicing information between at least the object management database and the service provider.

~~during its operative life, the object being assigned an identifier stored on a medium operatively mounted to the object, the system comprising: at least one means, at a service provider, for writing service information to the medium, the service information characterized by at least one service operation on the object; at least one means, at a service provider, for reading service information from the medium; means for generating performance information characterized by at least one object-related performance characteristic; a system database having means for storing, in association with the object through the identifier, the performance information on the medium, the performance information being, and having means for storing, in association with the object through the identifier, the service information on the medium; and a processor, operatively coupled to the database, having means for tracking the object,, associated with the~~

~~identifier, and having means for managing the service information and the performance information associated with the object through the identifier ; wherein the at least one means for reading and the at least one means for writing are in communication with the processor.~~

2. (Currently Amended) The system as in claim 1, wherein the object is a tire[,] and ~~wherein~~ the ~~object-related~~ performance characteristics ~~are~~ is a tire-related performance characteristics.

3. (Currently Amended) The system according to claim 1 ~~or 2~~, wherein the medium is a radio frequency identification (RFID) tag.

4. (Currently Amended) The system as in claim 1~~, 2, or 3,~~ wherein the ~~processor further comprises means for assigning the~~ identifier is ~~to the object~~ based at least in part on ~~on a manufacturer.~~ at least one of a year of manufacture, an object manufacturer, an object description and a service provider.

5. (Currently Amended) The system as in claim [4] 1, wherein the system further comprises a registration database[,] operatively coupled to the processor~~, and wherein the registration database has means for storing the performance information in the registration database in association with the manufacturer.~~ for storing at least one of the identifier, an object manufacturer ID, an object description ID and a service provider ID.

~~6.~~ (Withdrawn) ~~The system as in claim 1, 2 or 3, wherein the processor further comprises means for assigning the identifier to the object based on a manufacturer model number.~~

~~7.~~ (Withdrawn) ~~The system as in claim 6, wherein the database further comprises a registration database, operatively coupled to the processor, wherein the registration database has means for storing the performance information in the registration database in association with the manufacturer model number.~~

~~8.~~ (Withdrawn) ~~The system as in claim 1, wherein the reading means is a device for encoding the medium.~~

9. (Currently Amended) The system as in claim ~~8~~1, wherein one of said at least one device is for both said encoding and said reading. ~~the writing means is included in the device for encoding the medium.~~

~~10.~~ (Withdrawn) ~~The system as in claim 1, wherein the writing means is a device for encoding the medium.~~

11. (Currently Amended) The system as in claim 2, wherein ~~each~~ the object-related performance characteristics is selected from a group consisting of: pressure, temperature, mileage, tread depth, tire failures, retreadings, recall date, warranty, and age.

12. (Currently Amended) A method for tracking an object comprising:

encoding a medium coupled to the object with a unique identifier identifying the object;

storing in an object management database, in association with the object via the identifier, performance information comprising at least one object-related performance characteristic and servicing information identifying at least one service operation on the object provided by a service provider, for object tracking, at least a portion of said servicing information being provided by said service provider; and

managing retrieval, storage and distribution of performance information and servicing information between at least the object management database and the service provider.

~~during its operative life, comprising: a) associating a unique identifier with an object; b) encoding a medium operatively mounted to the object with the identifier, c) at a service provider, reading the identifier from the medium; d) associating performance information with the object through the identifier, the performance information being characterized by at least one object-related performance characteristic; e) at a service provider, generating service information characterized by at least one service operation on the object ; f) storing the service information and the performance information in a system database in association with the object through the identifier; and g) monitoring the performance information and the service information stored in the database for object tracking.~~

13. (Currently Amended) The method as in claim 12, wherein the performance information ~~generated in step e)~~ is generated by the service provider ~~for each service operation~~.

~~14.~~ (Withdrawn) ~~The method as in claim 12, wherein performance information associated with the object and generated in step c) is retrieved from the system database.~~

~~15.~~ (Withdrawn) ~~The method as in claim 12, wherein performance information associated with the object and generated in step c) is retrieved from a registration database.~~

16. (Currently Amended) The method as in claim 12, wherein the ~~step b) comprises: bl) associating the~~ identifier ~~with the service provider encoding the identifier onto the medium.~~ is based at least in part on at least one of a year of manufacture, an object manufacturer, an object description and a service provider.

17. (Currently Amended) The method as in claim 12, wherein ~~step d) further includes: updating~~ the performance information ~~with performance-related information from a manufacturer.~~ is provided by at least one of an object manufacturer and the service provider.

18. (Currently Amended) A method of encoding a medium for identifying an object in an object tracking system comprising: ~~a) at a service provider,~~

generating an identifier based on a service provider for servicing the object and at least ~~one~~ another characteristic associated with the object; ~~b)~~

updating with said generated identifier a list of ~~object~~ identifiers [,] stored at a registration database ~~accessible at the service provider, to prevent a conflict in the list of object identifiers; c)~~

~~writing the identifier to the~~ encoding the medium ~~operatively~~ coupled to the object with the generated identifier; and ~~d)~~

registering the object in an ~~central~~ object management database~~, associated with the service provider, for monitoring~~ for tracking the object using the generated identifier.

19. (Currently Amended) The method as in claim 18, wherein the medium is a radio frequency identifier (RFID) tag~~, whereby the identifier is written as a unique 96-bit number~~.

20. (Currently Amended) The method as in claim 18, wherein the ~~unique 96-bit number~~ generated identifier is divided into a plurality of ~~numerical~~ number blocks, ~~and~~ each ~~numerical~~ number block representing a respective ~~selected~~ characteristic associated with the object.

~~21. (Withdrawn) A medium encoded for identifying an object wherein at least one characteristic encoded therein is selected from the group consisting of: a model of the object, a year of production of the object, a physical characteristic of the object, a service provider for the object, a manufacturer of the object, and an object identifier.~~

22. (Withdrawn) A device for encoding a medium with an object identifier at a service provider, having stored thereon, computer- readable and computer executable instructions which, when executed by a processor, cause the processor to perform steps comprising : a) generating an identifier based on at least one characteristic associated with the object; b) updating a list of object identifiers, stored at a database accessible at the service provider, to prevent a conflict in the list of object identifiers; c) writing the identifier to the medium operatively coupled to the object ; and d) registering the object in a central database, associated with the service provider, for monitoring the object using the identifier.

23. (Withdrawn) The device as in claim 22, wherein the object is a tire.

24. (Withdrawn) The device as in claim 22, wherein at least one characteristic is chosen from the group consisting of: a model of the object, a year of production of the object, a physical characteristic of the object, a service provider for the object, a manufacturer of the object, and an object identifier.

25. (Withdrawn) A database for tracking an object during its operative life, the object being assigned an identifier stored on a medium operatively mounted to the object, the database being constructed and arranged for use with at least one means, at a service provider, for writing service information to the medium and for use by a processor, the service information characterized by at least one service operation on the object, for use with at least one means, at a service provider, for reading service information from the

~~medium, and for use with a processor, operatively coupled to the database, having means for managing the service information and the performance information associated with the object through the identifier, and having means for tracking the object using the service information and the performance information, the database comprising : means for generating performance information and for storing, in association with the object through the identifier, the performance information on the medium, the performance information being characterized by at least one object-related performance characteristic, and means for storing, in association with the object through the identifier, the service information on the medium.~~

26. (Withdrawn) ~~A processor for tracking an object during its operative life, the object being assigned an identifier stored on a medium operatively mounted to the object, the processor for use with at least one means, at a service provider, for writing service information to the medium, the service information characterized by at least one service operation on the object, for use with at least one means, at a service provider, for reading service information from the medium, and for use with a system database having means, for generating performance information and for storing, in association with the object through the identifier, the performance information on the medium, the performance information being characterized by at least one object-related performance characteristic, and having means for storing, in association with the object through the identifier, the service information on the medium, the processor comprising: means for managing the service information and the performance information associated with the object through the identifier; and means for tracking the object using the service information and the~~

~~performance information ; wherein the at least one means for reading and the at least one means for writing are in communication with the processor.~~

27. (New) The system as in claim 5, further comprising a registration authority for determining, at least in part, the identifier for assigning to the object.

28. (New) The system as in claim 27, wherein the registration authority manages the registration database.

29. (New) The system as in claim 2, wherein the service operation is at least one of a service operation provided by a garage, a repair and a tire rotation.

30. (New) The system as in claim 1, wherein said at least one device is used for communicating at least one of said performance information and said servicing information with the processor.

31. (New) The system as in claim 1, wherein there are at least two service providers.

32. (New) The method as in claim 18, wherein the identifier is based at least in part on at least one of a year of manufacture, an object manufacturer, an object description and a service provider.

33. (New) The method as in claim 18, wherein the object is automobile industry related.

34. (New) The method as in claim 20, wherein at least one of the number blocks represents a characteristic selected from the group comprising at least one of a year of manufacture, an object manufacturer, an object description and a service provider.

35. (New) The method as in claim 34, wherein a given one of the number blocks is chosen as a function of at least another of the number blocks to provide security against fraudulent usage.

36. (New) The method as in claim 35, wherein said given one of the number blocks comprises a sum of values of said at least another of the number blocks.